

Allen, Lisa (CCI-Central Region)

From: Loe, Bonnie (CMI-Central Region)
Sent: Wednesday, July 13, 2016 8:31 PM
To: Kevin Bowman
Cc: Andrew Yolles (Andrew.Yolles@nccmedia.com); Alexander Fiske (Alexander.Fiske@nccmedia.com); Redden, Jeff (CMI-Central Region); Bottenberg, Megan (CCI-Central Region); Allen, Lisa (CCI-Central Region); Schelton, Amy (CMI-Central Region); Meiser, Jill (CMI-Atlanta)
Subject: RE: KSCD1 - Ending Spending Action Fund - C & D - False Claim
Attachments: KansansforHuelskampRequestJuly13th2016.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Kevin/Andrew/Alexander

Please forward the following to Del Cielo Media, agency for Ending Spending Action Fund –

Cox Media has received the attached request and complaint regarding television spot EFTV 1101, Never Forget, provided by Del Cielo Media to utilize with their recent campaign for ESA Fund. Please respond to this request in writing to all parties.

Thank You

COX Media

Bonnie Loe | National Sales Manager | Kansas-Arkansas
901 S. George Washington Blvd. | Wichita, KS 67211
316.260.7443 **kansas tel** | 316.249.9292 **mobile** | 817-882-6002 **texas office**
coxmedia.com

From: Kevin Bowman [mailto:Kevin.Bowman@nccmedia.com]
Sent: Wednesday, July 13, 2016 4:25 PM
To: frank.babcock@spectrum.com; sarah.bowen@spectrum.com; lori.coughlin@spectrum.com; Leiting, Donald; Savage, Tom (CMI-Central Region); Loe, Bonnie (CMI-Central Region); Michelle Hitchcock; Michael Bell; Michael Labriola; eagletv@eaglecom.net; kim.newell@sttelcom.com; dnewell@st-tel.net
Cc: Andrew Yolles
Subject: FW: KSCD1 - Ending Spending Action Fund - C & D - False Claim
Importance: High

Please see below and attached, and let us know your response

Kevin Bowman
Team Leader

From: Kegan Beran [<mailto:kberan@STRATEGICMEDIAPLACEMENT.COM>]
Sent: Wednesday, July 13, 2016 4:49 PM
To: Andrew Yolles
Subject: FW: KSCD1 - Ending Spending Action Fund - C & D - False Claim
Importance: High

See below & attached boss. We got the radio ad revised with a similar claim.

Kegan Beran | President
740.201.5500 | kberan@strategicmediaplacement.com
614.571.7946 | mobile
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From: Brant Fink
Sent: Wednesday, July 13, 2016 4:40 PM
To: Duesterhaus, Karl <KARL.DUESTERHAUS@katztvgroup.com>; Sue.Fitzgerald@katztvgroup.com; james.scutari@katztvgroup.com; Mike Jones (Mike.Jones@gray.tv) <Mike.Jones@gray.tv>; Roger Brokke <Roger.Brokke@wibw.com>; Wesley Good <wgood@kwch.com>
Cc: Kegan Beran <kberan@STRATEGICMEDIAPLACEMENT.COM>
Subject: KSCD1 - Ending Spending Action Fund - C & D - False Claim
Importance: High

The advertisement contains the false claim, "for the first time in 150 years a Kansas is not included on the Ag Committee."

This statement is factually false. U.S. Senator Pat Roberts is Chairman of the Senate Agriculture Committee (website screenshot included from <http://www.agriculture.senate.gov/>).

Moreover, there is no evidence that it has been 150 years. Multiple news outlets reported it has been less than 100

years since Kansas did not have a Representative on the House Agriculture Committee, including the following McClatchy article ESA Fund uses as another source in the ad.

<http://www.mcclatchydc.com/news/politicsgovernment/congress/article24751837.html>

Because this advertisement makes a flatly false factual claim for which your station is ultimately liable, we strongly

urge you to exercise your discretion as a licensee to refuse to continue to broadcast this advertisement, and, because it is already airing, immediately pull the advertisement from your rotation.

Brant Fink

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